

REQUEST FOR PROPOSALS

DEVELOPMENT OF ONLINE PORTAL FOR FOOD SYSTEMS INNOVATIONS

Issued by

The Global Alliance for Improved Nutrition (GAIN)

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I. PROJECT BACKGROUND AND SCOPE OF WORK

1. ABOUT GAIN

The Global Alliance for Improved Nutrition (GAIN) is a Swiss-based foundation launched at the UN in 2002 to tackle the human suffering caused by malnutrition. Working with both governments and businesses, we aim to transform food systems so that they deliver more nutritious food for all people.

At GAIN, we believe that everyone in the world should have access to nutritious and safe food. We work to understand and deliver specific solutions to the daily challenge of food insecurity faced by poor people. By understanding that there is no “one-size-fits-all” model, we develop alliances and build tailored programmes, using a variety of flexible models and approaches.

We build alliances between governments, local and global businesses, and civil society to deliver sustainable improvements at scale. We are part of a global network of partners working together to create sustainable solutions to malnutrition. Through alliances, we provide technical, financial and policy support to key participants in the food system. We use specific learning, evidence of impact, and results of projects and programmes to shape and influence the actions of others.

Headquartered in Geneva, Switzerland, GAIN has representative offices in Denmark, The Netherlands, the United Kingdom, and the United States. In addition, we have country offices in Bangladesh, Ethiopia, India, Indonesia, Kenya, Mozambique, Nigeria, Pakistan, and Tanzania. Programmes and projects are carried out in a variety of other countries, particularly in Africa and Asia.

GAIN has for the past three years been working on surfacing nutritious foods innovations under “Project Disrupt”, part of the large multi-donor GAIN programme ‘Making Markets Work’. The overall objectives of Project Disrupt are to identify innovations that will increase access to affordable, desirable, safe and nutritious foods and draw on innovation sources to design interventions for impact, scalability and sustainability for nutrition outcomes; a topic which crosscuts a broad range of other issues including climate resilient and sustainable food systems, sustainable agri- and aquaculture, food security, food safety (incl. in relation to epidemics and pandemics), private sector development and scalable business models. The project aims to showcase how innovation can be effectively facilitated, identified, designed and resourced in order for low-income populations to improve their diets through safe nutritious foods that are desirable, affordable, available and convenient.

2. BACKGROUND

The Global Alliance for Improved Nutrition (GAIN) is issuing this Request for Proposal (RFP) and will be the administrative lead organisation for this RFP.

The purpose of this RFP is to engage services of a Service Provider to build the front-end of a pilot database for the Innovative Food Systems Solutions (IFSS) portal.

To enable resilient, affordable, safe, and nutritious diets for the current and growing population while restoring and safeguarding our environment, we need to think and act out of the box. For this reason, GAIN, the Alliance of Bioversity and CIAT, and EAT joined forces to conduct a three-stage Delphi study as part of project Disrupt, to identify and investigate game-changing innovations for improving diets and restoring environments by 2030. The study was based on three different settings with different nutrition and environmental challenges and opportunities. The outcome of this study resulted in 20 focus innovations that include technological, nature-based and policy/institutional solutions and emphasized that existing

technologies, when contextualized in place and across environmental, health and social impact criteria have significant potential to catalyze a positive transformation.

A short overview brief of this work can be found <[here](#)>. As part of this effort and with the goal of broadening the solution space in transforming food systems and to enable collaboration that bridges disciplines and boards, GAIN, the Alliance of Bioversity and CIAT, CSIRO and Cornell University are looking to develop an online portal that will allow users to search for innovative solutions that benefit both dietary and planetary health as well as submit innovative solutions.

3. SCOPE OF WORK AND DELIVERABLES

The successful applicant shall, in consultation with GAIN, the Alliance of Bioversity and CIAT, CSIRO and Cornell University, develop the front end of a pilot of the Innovative Food Systems Solutions (IFSS) portal. This front end interface will be based on an AirTable set up by GAIN.

3.1. OBJECTIVES

The overall goal of this portal is to spur and facilitate forward-looking thinking, actions and investments, broadening the solutions space in transforming food systems. The aim is to increase the awareness and insights of critical actors, facilitate connecting innovations for portfolio development, and endure more equal benefits of innovative solutions around the world. Hence, the IFSS portal aims to engage all users interested in food systems innovations, including start-ups, SMEs, large companies, NGOs, grass-root level organisations, (impact) investors, donors etc.

We are looking to contract a small to medium web development agency.

As a minimum we expect to work with a graphic designer, web developer and a project manager to ensure coordination as well as respect for timelines and costs. Knowledge of integration of AirTable database tools is necessary.

Previous experience with developing portals and/or websites for non-profit organisations and businesses in the food system will be considered an advantage.

3.2. DELIVERABLES

The portal must have a design and set up that invites multidisciplinary actors from different settings to explore, connect and contribute to food systems innovations.

It should contain as a minimum the following sections:

- About: a welcome page that explains the background and objective of the portal
- Explore: where the users can search for solutions through a directory or through specific criteria
- Connect and Contribute: where the users can submit new innovative solutions or add information to existing ones in the portal. The users can also add themselves as contact so that other interested users can connect.

Key requirements identified for the portal are as follows:

- Approach: The portal website should be developed as a desktop/tablet friendly pilot that can be scaled if deemed successful. The portal should be designed with a version easily accessible via mobile in mind.
- User Experience (UX): User experience should be at the core of the design process. Navigation must be simple and effective. The portal should load fast and the content should be easy to find.

- Content: The content will in principle be uploaded and added by the users through google forms. This data will compile in an AirTable setup by GAIN. This table will be reviewed before publishing.
- Content Management System (CMS): we expect the service provider to provide the structure, including different templates and layouts for the front end of the portal. The structure should support multi-language pages.
- Design: The templates and layouts should be designed used a responsive design and should be scalable.
- Search Engine Optimization (SEO): The portal should be fully optimized for search engines from a technical and content perspective, including clean URLs, clean code etc.
- Accessibility: We intend to follow W3C's guidelines on accessibility and provide equal access to the portal for people with diverse disabilities.
- Metrics: As a minimum we will need Google Analytics tracking codes on each section of the portal and link Google Analytics to Google Search Console
- Hosting: The portal should be hosted under GAIN's website nutritionconnect.org
- Maintenance: Should be easy to maintain. In addition to designing the front end of the portal, we expect the service provider to provide technical assistance on a long-term basis. The service provider should be able to respond within 24 hours of being notified.

II. INSTRUCTIONS FOR RESPONDING

This section addresses the process for responding to this solicitation. Applicants are encouraged to review this prior to completing their responses.

1. CONTACT

Maud de Hemptinne is part of the selection team of the organisation and will review the proposals. She will be available via email to respond to clarifications on this solicitation. Please direct all inquiries and other communications to the contact below and include sjensen@gainhealth.org in cc. Responses will not be confidential except in cases where proprietary information is involved.

- Maud de Hemptinne
mdehemptinne@gainhealth.org
- Sanne Jensen
sjensen@gainhealth.org

All service providers interested in responding to this RfP can contact GAIN through the contacts above to obtain a more detailed insight to the portal design in mind.

Written enquiries and questions about the content of assignment can be submitted until the 10 November 2020 CoB. Questions will be anonymized and shared together with the answers to all parties that have shown interest in the assignment to ensure that all interested parties operate with the same background information.

2. BUDGET

Applicants are required to provide GAIN with a detailed fee percentage proposal. The final budget amount will have to be approved by the organisation prior to starting the project.

3. FORMAT FOR PROPOSAL

The proposal needs to be formatted as follows:

- A suggestion for an outline of the proposed front end of the portal, including suggestions on how to include the specified requirements and functionalities.
- Number of function and staff dedicated to the project
- Timing, workplan and total cost for the entire design and develop process
- Fees for maintenance work and on-going support
- Examples of development of databases/portals for similar clients in the food system

4. SUBMISSION

Originals should be submitted as follows:

An electronic copy of the proposal with all the required information including the proposed budget should reach GAIN at the address mentioned below:

Email copy:

- Email copy: mdehemptinne@gainhealth.org with sjensen@gainhealth.org in cc.

5. DEADLINE

Completed proposals should be submitted electronically to GAIN **before 16:00h Central European Time on November 17th 2020.**

See example below:

- Completed proposals should be submitted to Maud de Hemptinne, by email at mdehemptinne@gainhealth.org (sjensen@gainhealth.org in cc) before **16:00 CET on 17 November 2020.**

6. UNACCEPTABLE

The following proposals will automatically not be considered or accepted:

- Incomplete proposals.
- Proposals that are not signed.

7. REVISIONS

Proposals may be revised by email provided such revision(s) are received before the deadline.

8. ACCEPTANCE

GAIN will not necessarily accept the lowest cost or any of the Proposals submitted. Accordingly, eligibility requirements, evaluation criteria and mandatory requirements shall govern.

9. COMPLETION

- Proposals must be submitted on official letterhead of the lead organisation or firm and must be signed by a principal or authorising signatory of the lead firm or organisation.
- In case of errors in calculating overall costs, the unit costs will govern.
- It is the applicant's responsibility to understand the requirements and instructions specified by GAIN. In the event that clarification is necessary, applicants are advised to contact the responsible person at GAIN under section II. point 1., prior to making their submission.

- While GAIN has used considerable efforts to ensure an accurate representation in this Request for Proposal (RFP), the information contained in this RFP is supplied solely as a guideline. The information is not warranted to be accurate by GAIN. Nothing in this RFP is intended to relieve applicants from forming their own opinions and conclusions with respect to the matters addressed in this RFP.
- By responding to this RFP, the applicant confirms its understanding that failing to comply with any of the RFP conditions may result in the disqualification of their submission.

10. RIGHTS OF REJECTION

GAIN reserves the right to reject any or all submissions or to cancel or withdraw this RFP for any reason and at its sole discretion without incurring any cost or liability for costs or damages incurred by any applicant, including, without limitation, any expenses incurred in the preparation of the submission. The applicant acknowledges and agrees that GAIN will not indemnify the applicant for any costs, expenses, payments or damages directly or indirectly linked to the preparation of the submission.

11. REFERENCES

GAIN reserves the right, before awarding the Proposal, to require the applicant to submit such evidence of qualifications as it may deem necessary, and will consider evidence concerning the financial, technical and other qualifications and abilities of the applicant.

12. RELEASE OF INFORMATION

After awarding the Proposal and upon written request to GAIN, only the following information will be released:

- Name of the successful applicant.
- The applicant's own individual ranking.

III. TERMS AND CONDITIONS OF THIS SOLICITATION

1. NOTICE OF NON-BINDING SOLICITATION

GAIN reserves the right to reject any and all bids received in response to this solicitation and is in no way bound to accept any proposal. GAIN additionally reserves the right to negotiate the substance of the successful applicants' proposals, as well as the option of accepting partial components of a proposal if deemed appropriate.

2. CONFIDENTIALITY

All information provided as part of this solicitation is considered confidential. In the event that any information is inappropriately released, GAIN will seek appropriate remedies as allowed. Proposals, discussions, and all information received in response to this solicitation will be held as strictly confidential.

3. RIGHT TO FINAL NEGOTIATIONS ON THE PROPOSAL

GAIN reserves the right to negotiate on the final costs, and the final scope of work of the proposal. GAIN reserves the right to limit or include third parties at GAIN's sole and full discretion in such negotiations.

4. EVALUATION CRITERIA

Proposals will be reviewed by the Selection Team. The following indicate a list of the significant criteria against which proposals will be assessed. This list is not exhaustive or 100% inclusive and is provided to enhance the applicants' ability to respond with substance.

Applicants are required to submit the following information, conforming to the guidelines given in this section:

- Understanding of the scope of work:
 - Proposal shall demonstrate a clear understanding of the project objective and deliverables as outlined in Section I.
- Demonstrate a clear understanding of the technical requirements of this RFP:
 - Providing detailed technical documentation of the proposed strategy.
 - Evidence of experience delivering solutions using the proposed information technology platform.
- The creative and methodological approaches required to implement each of the parts of the scope of work.
- Comprehensiveness of work plan and reasonableness of proposed time frame:
 - Proposal shall include a feasible work plan to ensure successful completion of deliverables.
 - The work plan details how activities will be coordinated.
- Detailed budget and cost-effectiveness of proposed approach:
 - Evidence of cost-effective approaches to undertaking the scope of work within the proposed budget.
 - Proposal shall identify possible challenges and include creative approaches to addressing them.
- Management and personnel plan:
 - The team members working on this project shall have the relevant qualifications and overall experience required to successfully implement the project.
 - Roles and responsibilities of each team member shall be clearly defined. GAIN shall have one main contact person clearly identified in the proposal.
- A duly completed offer of services.

GAIN reserves the right to contact the individuals and contractor(s) in order to verify the information provided as part of the Proposal.

5. REVIEW PROCESS

The review process will involve a Review Panel with participants selected by GAIN.

6. LIMITATIONS WITH REGARD TO THIRD PARTIES

GAIN does not represent, warrant, or act as agent for any third party as a result of this solicitation. This solicitation does not authorise any third party to bind or commit GAIN in any way without GAIN's express written consent.

7. COMMUNICATION

All communication regarding this solicitation shall be directed to appropriate parties at GAIN. Contacting third parties involved in the RFP, the review panel, or any other party may be considered a conflict of interest and could result in disqualification of the proposal.

8. FINAL ACCEPTANCE

Award of a Proposal does not imply acceptance of its terms and conditions. GAIN reserves the right to negotiate on the final terms and conditions including the costs and the scope of work when negotiating the final contract to be agreed between GAIN and the applicant.

9. VALIDITY PERIOD

The offer of services will remain valid for a period of 60 days after the Proposal closing date. In the event of award, the successful applicant will be expected to enter into a contract subject to GAIN's terms and conditions.

10. INTELLECTUAL PROPERTY

Subject to the terms of the contract to be concluded between GAIN and the applicant, the ownership of the intellectual property related to the scope of work of the contract, including technical information, know-how, processes, copyrights, models, drawings, source code and specifications developed by the applicant in performance of the contract shall vest entirely with GAIN.

11. SCOPE OF CHANGE

Once the contract is signed, no increase in the liability of GAIN or in the fees to be paid by GAIN for the services resulting from any change, modification or interpretation of the documents will be authorised or paid to the applicant unless such change, modification or interpretation has received the express prior written approval of GAIN.

IV. OFFER OF SERVICES

1. Offer submitted by:

(Print or type business, corporate name and address)

2. I (We) the undersigned hereby offer to GAIN, to furnish all necessary expertise, supervision, materials, and other things necessary to complete to the entire satisfaction of the Executive Director or authorised representative, the work as described in the Request for Proposal according to the terms and conditions of GAIN for the following prices:
 - a. Click or tap here to enter text.
 - b. Click or tap here to enter text.
 - c. Click or tap here to enter text.

- d. Click or tap here to enter text.
- 3. I (We) agree that the Offer of Services will remain valid for a period of sixty days (60) calendar days after the date of its receipt by GAIN.
- 4. I (We) herewith submit the following:
 - (a) A Proposal to undertake the work, in accordance with GAIN's requirements specified.
 - (b) A duly completed offer of services, subject to the terms herein.

OFFERS WHICH DO NOT CONTAIN THE ABOVE-MENTIONED DOCUMENTATION OR DEVIATE FROM THE PRESCRIBED COSTING FORMAT MAY BE CONSIDERED INCOMPLETE AND NON-RESPONSIVE.

Date this day of Click or tap here to enter text. in Click or tap here to enter text.

_____ Click or tap here to enter text.

Signature (applicant)

_____ Click or tap here to enter text.

Signature (applicant)